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September 1984



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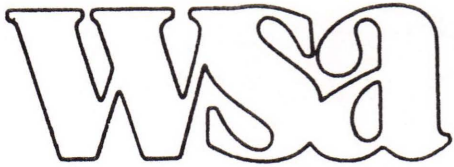
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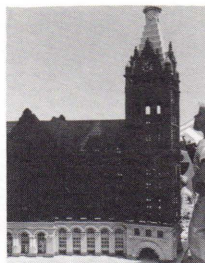
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### COVER CREDIT:

Milwaukee's Summerfest LEGO® Play Area. Sponsored by the Southeast Chapter of WSA featured a model of Milwaukee's City Hall. Photo Credit and Thank You to Eric Oxendorf.



# The Stoner House — A Reality

It happened.

After years of wandering, the WSA has a permanent home.

The details of how it happened are fascinating . . . but really inconsequential. What's important is that Wisconsin architecture has a new focal point for its identity. The Stoner House is representative of you . . . the Wisconsin architect. The creativity and dedication reflected in the moving and restoration of the Stoner House are testimonials to the abilities, insights and tenacity of Wisconsin architects.

But we won't stop with mortar, paint, and new brackets. The Stoner House will be a catalyst towards the continuing public recognition and appreciation of the value of architects to contemporary society.

Where do we go from here? You've got the answers. Take the time to identify those answers to your organization.

The Wisconsin Architects Foundation and the Wisconsin Society of Architects are pleased to publicly recognize the following individuals and entities who provided financial support towards the move and restoration of the Stoner House.

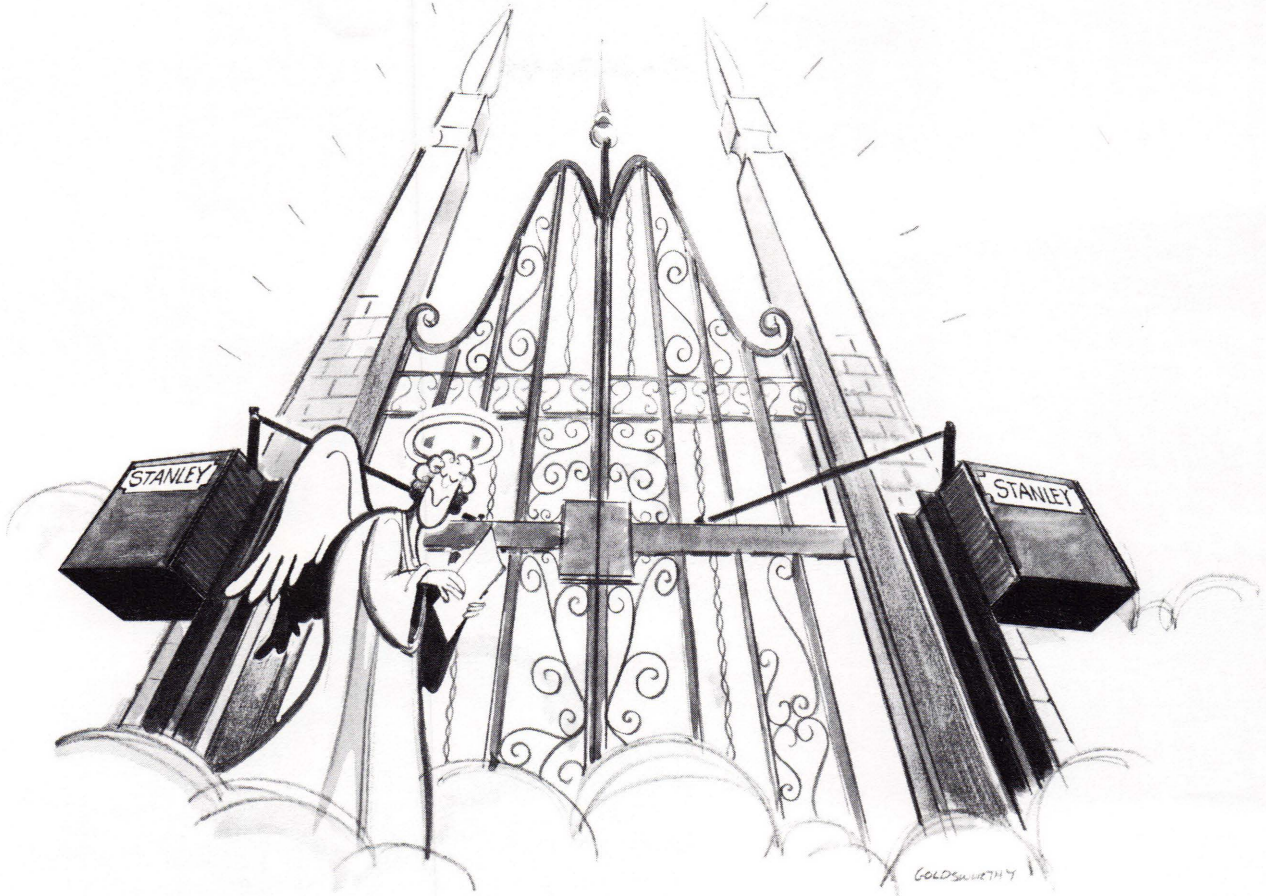
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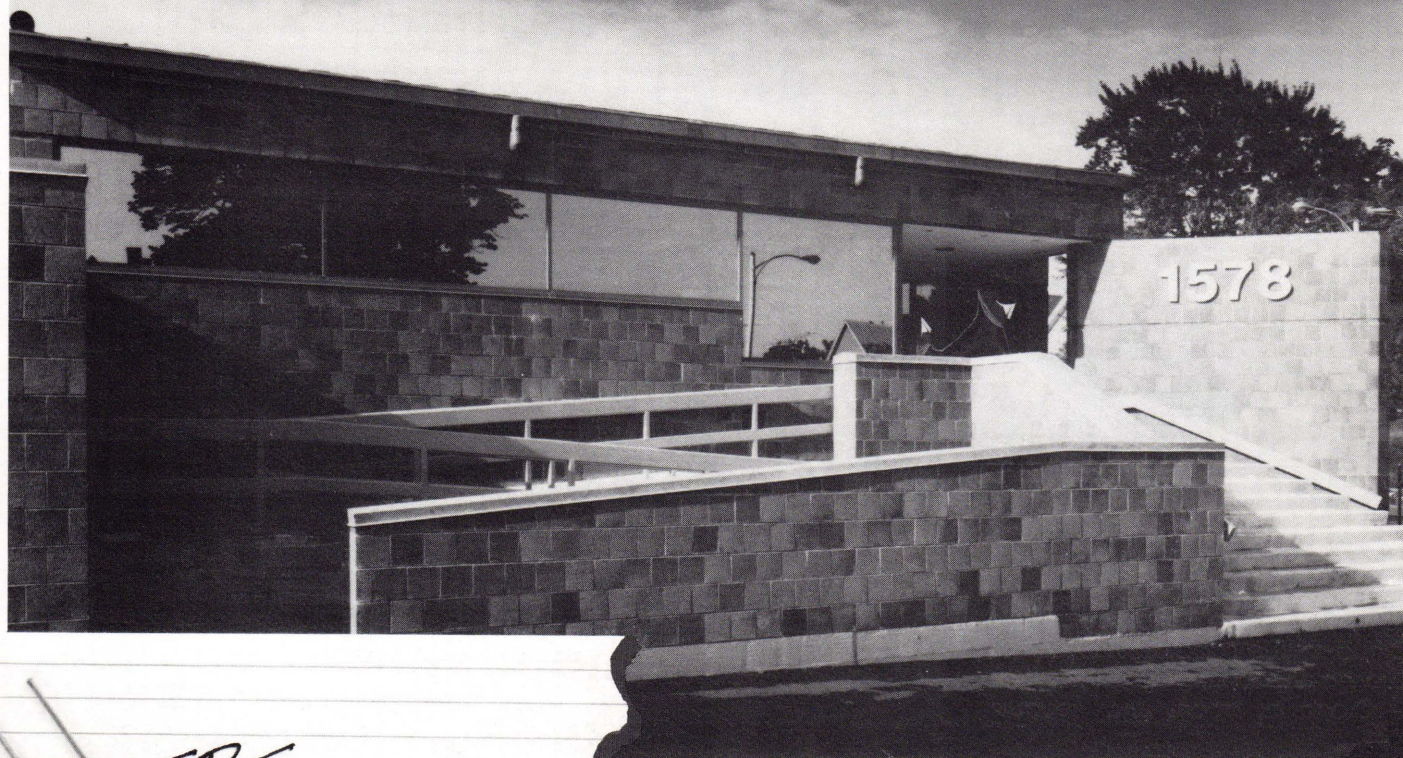
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# Regional Crime Laboratory — Milwaukee

By Grace B. Stith

A group of about thirty tenants moved into the new Southeast Regional Crime Laboratory in downtown Milwaukee in early June. It is the task of these people to deal with problems revealing the harshest side of man's nature. It is their specialized jobs which aid in the process of judgement and justice.

With these facts in mind, BHS Architects, Inc. designed a facility to counteract the fort-like exterior that high security demanded.

The site, selected by the State of Wisconsin, contained an abandoned grocery store which was analyzed and found feasible for renovation. A new addition was added to the north end of the store plus a wrap-around security wall to separate this property from the surrounding neighborhood.

Existing walls and framework of the old store were reused wherever possible and blended into the new design which is centered around an energy efficient glass roofed atrium. This vertical sun space provides heat plus a psychological core of warmth enjoyed by workers in all surrounding offices and labs.

Besides being compatible with the neighborhood and providing the energy saving features now deemed necessary, this building required a unique security design. Within its walls are large numbers of firearms, drugs, and incriminating evidence. Its expensive laboratory equipment represents the latest in investigative technology. Therefore the exterior must be of a wisconsin architect/september 1984



The atrium lounge with glassed-in sun space above provides a pleasant ambiance within the visible range of most of the working staff.

substantial material. Eight inch square reddish-brown clay brick was chosen. It also provides the proper scale for surrounding buildings. The three windowless facades are relieved by perimeter bands

of bright blue plaster spaced with metal joints suggesting bands of windows. This provides design interest to the viewer of ground level. There is no attached ornamentation.





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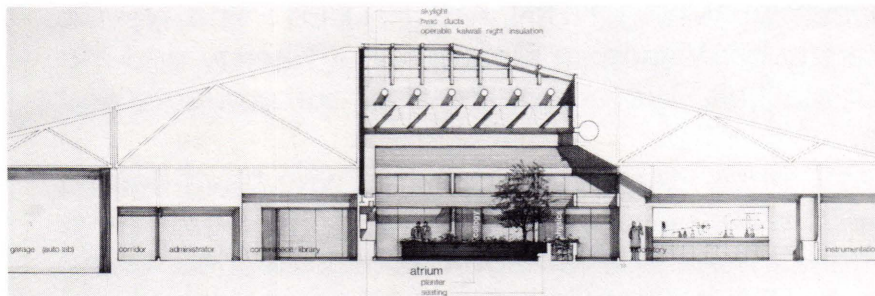


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Exterior showing entrance.



Section looking east, showing north wall of atrium as a masonry storage wall with skylight, HVAC ducts, and the pivoting insulated glass panels for holding heat.

The north facade contains garage size utility doors leading to an interior security court. A limited amount of glass accents the main entrance on the northeast corner. wisconsin architect/september 1984

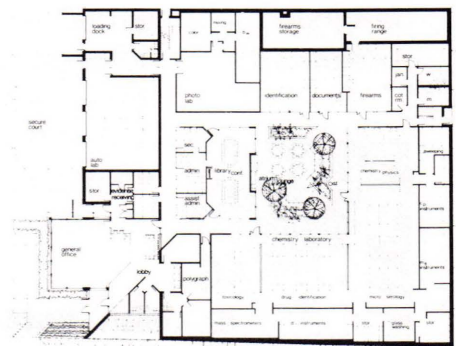
One great benefit for the crime lab staff is the auto lab, adjacent to the secure court. A more sophisticated level of automobile inspection is now possible by en-

larged space, excellent lighting, and some new equipment. The bottom of cars can now be scrutinized. Photo lab and firearms area are also greatly expanded.

A sloping shingled roof was mandated by the State. So the rectangular plan is covered by a simple hipped roof. The north peak rises to meet a glass skylight which caps the other three sides and aids in heating the building. All offices and labs open onto the sunlit atrium which includes lounge space, plantings, and lunch tables.

About two thirds of the way up in the atrium is an inner ceiling consisting of pivoting, translucent panels which act as an insulated night blanket. This helps control cool and warm air during changing seasons. The north wall of the atrium acts as a "storage wall" absorbing heat from sun.

An ice pond in the basement is actually a tank (about the size of a semi-trailer) which makes ice mechanically and stores it. This allows for lower cooling costs by taking advantage of off-peak energy rates.



Floor Plan.



# Wisconsin Architect — What About It?

## READERSHIP

The WISCONSIN ARCHITECT is currently distributed to all WSA members, as well as a vast number of contractors, consulting engineers, interior designers, landscape architects and others involved in the Wisconsin Construction industry. The magazine's circulation has doubled during the past 18 months and we continue to receive requests for new subscriptions or expanded circulation.

## CONTENT

The Editorial Board of the WISCONSIN ARCHITECT is the final judge of materials to be published in the magazine. The Editorial Board is anxious to publish materials of interest to the Wisconsin design and construction industry. WSA members who have projects they would like to be published are encouraged to call Eric at the WSA office to discuss such publication. The Editorial Board feels that the content of the magazine has steadily

improved over the past several years and encourages readers to submit projects for publication. Additionally, the Editorial Board is always looking for your ideas as to topics which should be covered. If you have a bright idea . . . just call Eric and we'll see what we can do.

## ADVERTISEMENTS

The WISCONSIN ARCHITECT is wholly dependent upon advertising income to pay for the costs of producing and distributing the magazine. It is totally self-sufficient, a claim that can be made by very few trade publications. All readers of the magazine are encouraged to read the advertisements, contact advertisers, and where possible, support advertisers. Without the commitment of advertisers to the WISCONSIN ARCHITECT there would be no WISCONSIN ARCHITECT.

## ON THE BOARDS

"ON THE BOARDS" is a feature providing WSA members with the op-

portunity to display projects currently in the design phase. This feature is well read by all those who receive the magazine. We have a short form for this feature which can be filled out in less than ten minutes. If you are interested in having projects featured "ON THE BOARDS" . . . please submit materials. If you've misplaced the appropriate form . . . call Karen at the WSA office.

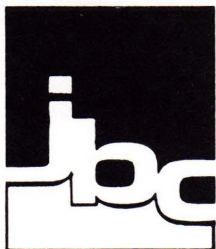
## CONCLUSION

The perception of WSA members, the WISCONSIN ARCHITECT Editorial Board, and others who read the WISCONSIN ARCHITECT is that the magazine is healthy, viable and growing. In order for the magazine to maintain this status, we need your help. Read the advertisements. Submit projects for "ON THE BOARDS". Suggest topics for articles. Submit projects for publication. This is your magazine . . . help us make it continue to work.

In May of this year, John Buhler marked his 30th anniversary of incorporation. I'm sure you are aware of the hard work, determination and persistence it took to survive as a small sub-contractor in today's construction industry. We are proud that our little company participated in three of the projects featured in this issue of WISCONSIN ARCHITECT; The Neville Public Museum, The University of Wisconsin Recreational Facility and the Southeastern Wisconsin Crime Lab. We are happy that our products and services are used so often.

We would also like to say thank you to the architects who have helped us along the way. A big factor in our success has been the little extras have come so often from you. The fair hearing when approval was needed, or the clarifying phone call when an error appeared on a shop drawing, or the consent to substitution when delivery was a problem are all little extra cour-

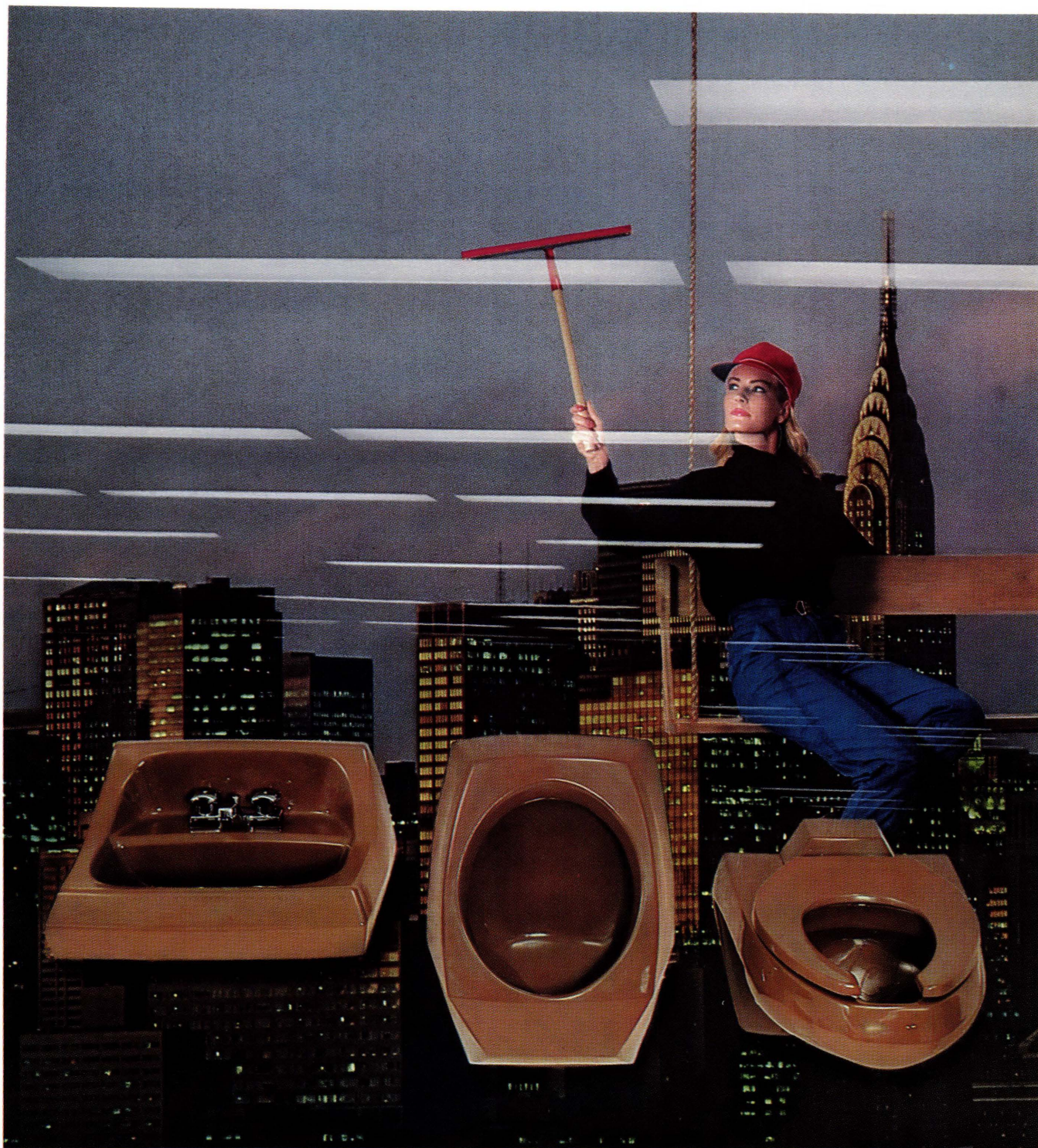
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# Office Building

## ARCHITECT:

Wilson/Jenkins & Associates, Inc.  
Brown Deer, WI

## PROJECT:

Chancellory Park I - Office Building  
Brookfield, WI

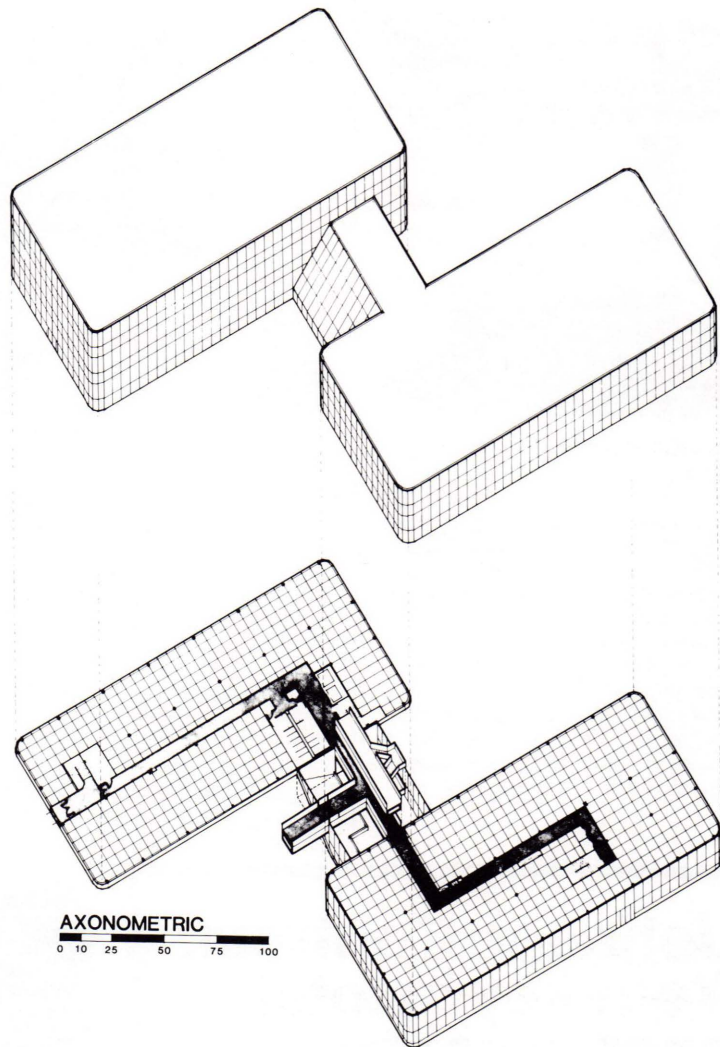
## PHOTOGRAPHER'S CREDIT:

Howard N. Kaplan

To integrate the natural site characteristics within the building, an atrium element for the building was developed. The atrium serves as the main building entrance and contains vertical and horizontal pedestrian ways. Extensive use of glass promotes the experience of the natural wooded setting of the building site, by creating vast open views in all directions.

To accommodate the slope within the site a building module concept was developed. To meet the owner's need for varying lease depths and building square footage, two three-story building modules measuring 80'0" x 175'0" were designed. The planning module for the building is 5'0" x 5'0".

Green reflective glass was selected to create the added dimension of harmonizing the buildings to their natural setting in the site. Landscape vistas appear virtually undisturbed. The building highlights the site during seasonal changes. In spring thru fall the heavily wooded characteristics have been maintained. In winter, the building offers a contrast to the defoliate trees posing an excellent composition.





# Marketplace



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# Recreation Facility

## ARCHITECT:

Pfaller Herbst Associates, Inc.  
Milwaukee, WI

## PROJECT:

Southeast Recreational Facility  
Madison, WI

## PHOTOGRAPHER'S CREDIT:

Eric Oxendorf, Arthur C. Chadek

The University of Wisconsin Board of Regents required a design for a physical education and recreation facility on its Madison campus. With expanding physical education programs and growing interest in fitness activities, a building was needed to accommodate the increased participation of the school's 42,000 students as well as faculty, staff and alumni.

The site, strategically selected to serve the student housing area at the southeast end of the campus, presented several unique constraints. The site was trapezoidal and relatively narrow. The south property line was curved, as well as angled. The south adjoining property was owned by a railroad whose right-of-way had to be respected. There was also an extensive setback requirement from the street, a maximum height limit due to fire ordinances, a water table problem which complicated the allowable depth of excavation and a university requirement that considerable green space be provided at the west end of the property.

Selection of the exterior materials of the building were made with the state's energy requirements in mind. The pool room's mechanical system was made separate from that of the rest of the building in order to keep the humid chlorine atmosphere isolated from other areas.

wisconsin architect/september 1984





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*The Neville Public Museum is truly a design to be proud of. We, as subcontractors on this project, are pleased to have been chosen to help make it a reality.*



# Museum

## ARCHITECT:

John E. Somerville Associates, Inc.  
Green Bay, WI

## PROJECT:

Neville Public Museum  
Museum Place  
Green Bay, WI

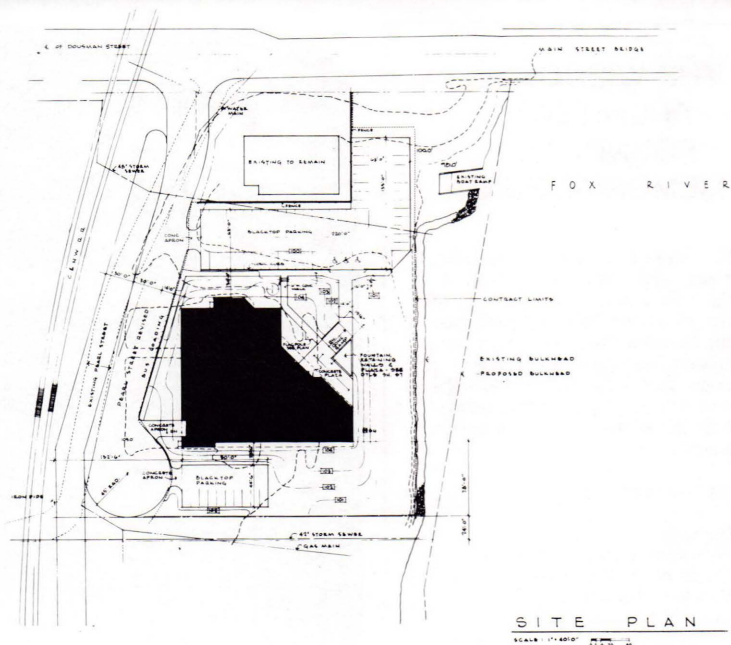
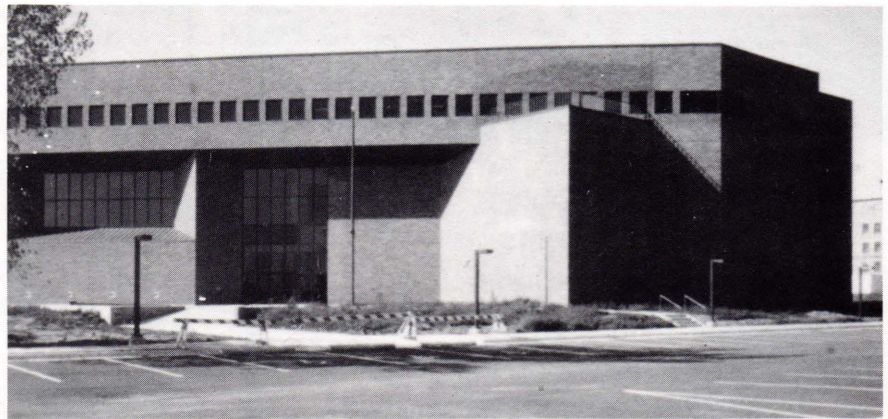
This was a project which was 5 years in the process of development, during which inflation eroded the value of the original budget. The construction was set at \$3,120,000 including sitework and landscaping, or \$49.50/s.f. The budget was met.

The museum is a multi-oriented facility chartered to serve art, science and history. The site was an abandoned naval reserve training facility located along the west bank of the Fox River. The site has poor soil condition, is in the flood plain, and because of the approach to the bridge had to have its vehicle and pedestrian approach from the rear of the property.

The program required 63,000 gross square feet divided approximately equally between exhibit space, archive storage and ancillary spaces — lecture, classrooms, offices, receiving, prep areas, etc. Environmental control in both the archive storage and exhibit space was one of the primary concerns. Security was another.

The solution resulted in a 3-story building. The first floor houses the educational facilities, gift shop, receiving area, the lobby with a monumental stair to the second level and one large gallery. This gallery and stair can be closed with a grille permitting use of the rest of the floor during hours when the exhibits are not open.

wisconsin architect/september 1984



The second floor is exhibit space and exhibit construction work area. The third floor — archive, storage, offices, other ancillary spaces and all mechanical and electrical equipment.

The design — a triangular shape — has its main facade facing down the Fox River and toward the Bay

of Green Bay. It appears to be a sentinel guarding the historic waterway entrance to Green Bay, as in reality it guards the historic artifacts of the area. The materials with which the design was executed are brick, aluminum, copper and glass — simple materials which seem at home on the banks of the river in the State's oldest city.

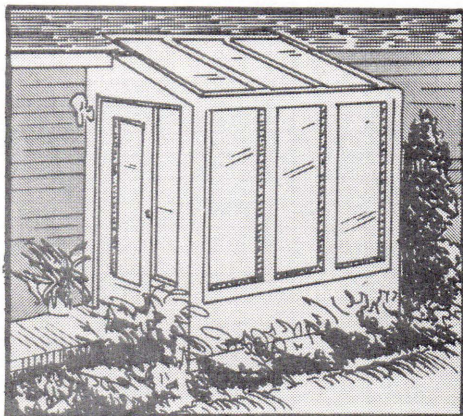


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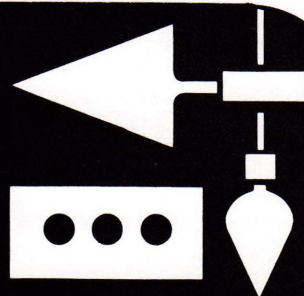
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# Copyright Protection For Construction Documents

By Werner Sabo, AIA

What copyright protection does an architect have? This question is largely governed by the Copyright Act of 1976. Although that Act does not specifically mention architectural plans and specifications, it is clear that they are protected. Ownership of the contract documents is a separate issue from a copyright in the documents. AIA Documents A201 and B141 provide for ownership of the documents by the architect. The architect should be cautious about non-standard forms since they may not include a provision for ownership. In such a case, the client would become the owner of all the documents.

Even though the client retains ownership of the documents, the architect will retain the copyright unless the contract states otherwise. To preserve his rights, the architect must follow the notice and registration requirements of the Act.

A proper notice consists of three parts: the word "copyright", the abbreviation "copr", or the symbol "©" must appear on the document; followed by the year in which the drawings or specifications were first issued; and the owner of the copyright must be identified. These

should appear on all reproductions of the documents that are to be distributed outside the firm. Typically, this notice could appear in the title block in the case of drawings, or on the title page of the specifications.

Registration of documents can be made at any time before or after issue. However, the architect's protection is maximized if the registration is completed within five years of issue. The procedure involves submittal of an application with a fee and two copies of the documents to the Copyright Office.

An architect can file a suit for infringement of his copyright after registration. Actual damages suffered by the architect as well as profits earned by the infringer can be recovered. In some cases, the architect may be able to collect attorney's fees and statutory damages without proving any actual damages.

In most cases, copyright protection now extends until 50 years after the architect's death. A suit for infringement must be brought within three years of the infringement.

Unfortunately, the protection af-

forded by the Act is rather limited. Drawings and specifications are protected from being copied but the ideas contained in the documents are not protected. Thus, someone who looks at a set of drawings is not prohibited from constructing a similar building provided he does not copy the drawings. Furthermore, anyone can copy a structure, subject to only minor exceptions, since structures are considered "useful articles" and not subject to copyright protection under the Act. Borrowing of ideas is therefore not prohibited as long as the borrower does not reproduce another's drawings.

Copyright protection is perhaps most valuable in situations where a developer uses an architect's drawings for a series of buildings beyond those for which the architect was paid. In tract housing and prototype construction, the architect should be especially aware of copyright considerations.

The two precautions that every architect should take are to carefully review the contract and to provide the proper notice on his documents if the contract does not assign the copyright to someone else.

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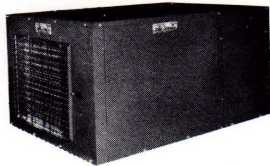
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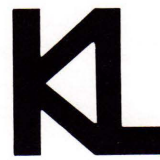
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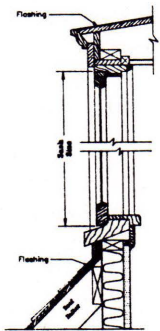
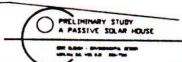
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# Great Expectations

## Looking at the benefit/cost ratio of computer systems.

By Eric Schreuder

Computer systems are introduced into architectural offices in the expectation that certain benefits will result, that the benefits will outweigh the costs, and that the benefit/cost ratio achieved will lead to an acceptable return on the investment that is made. The expected costs and how they are structured will be the topic of a future article. This article focuses on how to assess the benefits your firm can expect from computerization.

### Increased Productivity

Productivity benefits are achieved essentially by replacing labor with capital. These benefits usually accrue in the form of reduced costs as a result of: reduction in total professional, technical and clerical person-hours required; reduction in the time taken to complete the project; savings in space required for personnel, desks, files, etc.; faster detection of problems before they become costly; and reduction of the routine, clerical tasks in professional and technical staff jobs, and possible replacement of some high-level jobs with lower-level jobs.

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*Reprinted with permission, Copyright, 1983, Architecture California. Eric Schreuder is an associate at The Computer-Aided Design Group in Santa Monica, California, where he is a consultant in selection and application of computer systems and a principal systems analyst and software developer. Schreuder is a registered architect in South Africa.*

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### Reduced Response Time on Projects

A major benefit of computer use is the ability to complete a project in significantly reduced time. This may result in: the capacity to accept tight-schedule projects that otherwise could not be taken on; substantial reduction in eventual construction cost in an inflationary economy; the ability to redesign on short notice to take advantage of fluctuating costs of construction methods (e.g., steel versus poured-in-place concrete); the capability to make rapid emergency design revisions, minimizing losses resulting from such emergencies; and faster billing to clients, and reduction of carrying costs of unbilled work-in-progress.

### Enhanced Design Quality

The design decisions with the largest impact on building costs and quality are usually made early in the design process. As the process continues, it involves detailed refinement of an increasingly "frozen" concept, with decreasing impact on building cost and quality. Most of the design quality benefits of computer use will follow from software applied in the early stages of the design process. Looking at a variety of computer-generated design alternatives and specifications at the beginning of the design process allows you to choose the most cost-effective solution, and reduces the possibility of costly surprises during later phases of design development or construction.

Design quality benefits are considerably less tangible, and less easily measured, than productivity and elapsed time benefits. But they do accrue in the form of a higher level of client satisfaction, and a better competitive position.

### Reduction in Errors

Design and documentation of a building involves making a large number of individual decisions, coordinating the work of many different people, and producing a great deal of detailed information. Errors will occur with statistical regularity, in even the best-run design firms. The result is client dissatisfaction, re-doing work, lawsuits, diverted management time, and high errors and omissions insurance rates. So reduction in errors is an important potential benefit of computer application.

Computer use requires a systematic approach to the design process. The machine requires specific data, so your thinking is forced to be logical and precise, rather than general and vague. The computer helps you discover errors before you are on-site, and reduces the possibility of error due to incomplete or outdated information. Effective coordination among many disciplines is enhanced by having a central, correct repository of accurate information.

### Enhanced Management Effectiveness

Computer systems can increase the effectiveness of firm and project management by: providing a more structured, controlled information flow; better monitoring of expenditures (for example, by automatically keeping records of time spent in different design development phases or in tracking how much time is spent in structural analysis); closer control of data access and security, which keeps project information separate and accessible only to authorized personnel; achieving greater budget and schedule predictability by replacing relatively unpredictable human performance with precisely predictable machine performance.

### Business Development Benefits

With increasing frequency, sophisticated clients, particularly large corporations and government departments, are making possession of adequate computer capability part of the qualification criteria in design firm selection. Also, many large organizations have, or would like to use, computer-based facilities management systems. A firm that



can offer or can interface to such systems, both to obtain data on existing facilities and provide machine-readable descriptions of new facilities, has a clear competitive advantage.

### Smoothing Out Peaks and Valleys

One of the most conspicuous facts of life in a design practice is workload peaks and valleys, to which the firm's staffing must adjust. These fluctuations make it difficult to maintain staff continuity. But computer methods may smooth out his effect. Staff not working on projects during an economic downturn can be reallocated to database development and software research and development. The benefits from these activities show up on billable project work at a later date.

### Building the Worth of the Firm

A very large part of the worth of a design firm consists of the technical and design knowledge residing in its principals and staff members. This is difficult to protect and retain. When people leave the firm, their knowledge leaves with them.

But databases and software developed within a firm can encode that knowledge in a tangible, protectable form. So an important, long-term effect of computer use is to build the worth of the firm through the accumulation of intellectual capital: valuable data bases, software libraries and procedures.

### Assessing the Benefits

An important first step in assessing the benefits of computer technology is to determine the tasks that may benefit from automation. A simple, yet thorough master plan for computer development can help you avoid problems and deal realistically with the key issues in applying computer technology in your office.

A well-conceived master plan for computer capability development does not need to be extensive or elaborate, but it does need to deal realistically with the key issues. It is helpful to develop an immediate plan, covering a few months of start-up, with precise objectives and a detailed task list; a one year plan, with some broader objectives; and a five year plan, dealing with general long-term goals. All of these plans will have to be adjusted as you go along, but

even a provisional plan is a better guide to action than no plan at all.

### Examine Your Firm

The starting point for planning is a careful look at the firm itself. Who does what job? What tools are used to achieve a job? Where do bottlenecks exist because your staff lacks the correct tool or information? What information has to flow between staff members in order to complete a task? What does each task produce—a report, a drawing? How long does it take to produce this? Where does your staff spend too much time getting too little done?

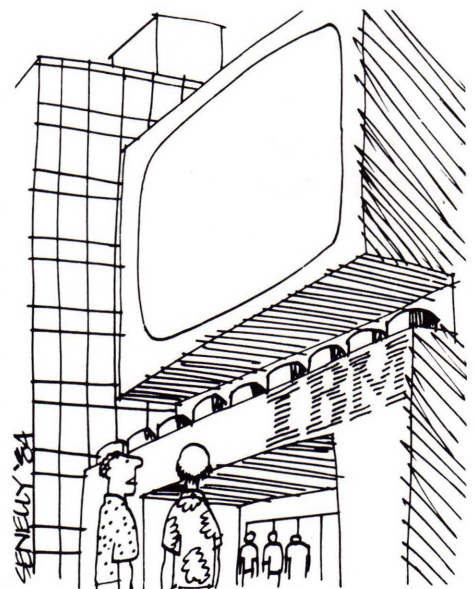
Take the time to identify how your office works, outlining the firm's size, volume of work, and growth projections; building type and scale specialization (i.e., what sorts of projects are typical?); degree to which related functions such as structural, civil, mechanical and electrical engineering, space planning, and interiors are integrated within the firm; organizational structure (i.e., a "vertical" structure of specialist departments or a "horizontal" structure of teams that carry projects through); established office standards and procedures; staff resources; and financial situation, plans and policies.

Track a few typical projects through the office, to see how various tasks are handled, how schedule and manpower allocations are set, and where the time and effort really go.

Examinations of your firm will yield a list of functions that could be automated, such as job cost accounting, payroll, specification production, or drawing. Familiarize yourself with the automation options available in the marketplace by reading computer advertisements and talking with consultants and company representatives.

A cost/benefit analysis will help to develop a list of potential applications and to place them in a priority order. The goal here is to identify those applications providing the greatest return on investment, looking at the ratio of all the benefits (return) to all of the costs (investment) for a given application. This generates a list of applications ordered by the value of this ratio.

Applications having a high cost but also a large benefit (such as



"IS THIS WHAT THEY MEAN BY COMPUTER DESIGN?"

CAD) would show up relatively high in the list. Applications having low cost and low benefits (such as some database functions like word processing and data management) would show up in a similar place. At the top of the list would be the items with a high benefit and low cost.

### Establish Possible Cost Savings

The final step is to determine whether each function that was identified as being capable of automation will result in a savings. Using the list of possible benefits gained from automating the function, determine the percentage gain in efficiency. For example, are you paying a project architect to do a task a clerical could do with a computer?

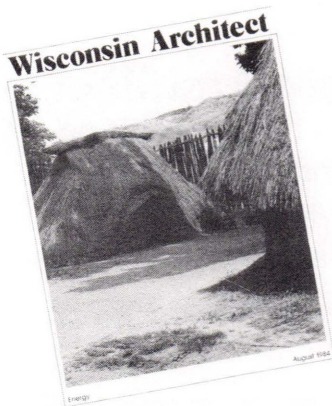
Determine the time taken per year, per function. Does staff time for revising specs, for example, cost more or less than acquiring a word processor?

Then calculate the automatable time per year, the total time multiplied by the automatable percentage. The difference between this and the cost of automatable time will give you the amount of cost savings a computer provides.

Once you have identified potential applications for automation, and have assigned numbers to the possible benefits obtained from automation, the costs of automating these applications will rank them in terms of their return on investment.



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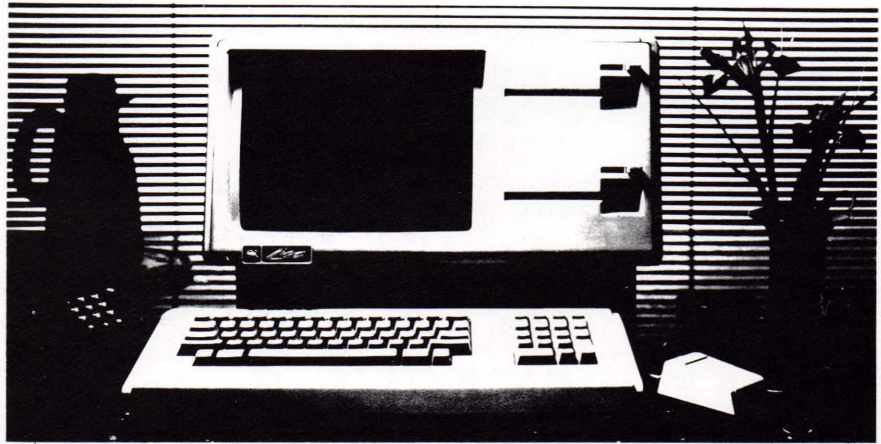


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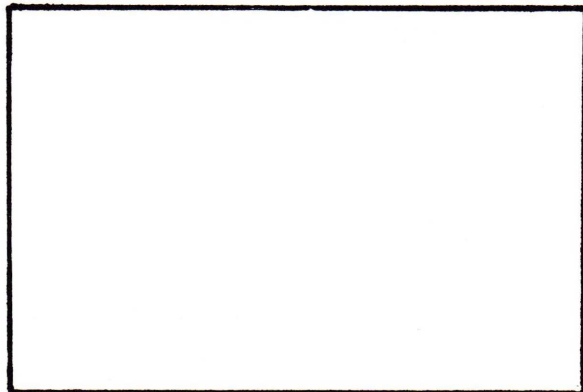
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# Wisconsin School Sweeps Student Competition — Again!

It was my pleasure this past month to act as co-chairman, along with Lee Weintraub, of The Chicago Award Committee. The Chicago Award, implemented in 1983, recognizes distinguished student work of the five midwestern schools of architecture: University of Notre Dame, University of Illinois at Champaign-Urbana, University of Illinois at Chicago, Illinois Institute of Technology, and University of Wisconsin-Milwaukee. Over the course of the year, each University selects work of special merit, and then submits that work to the Chicago Chapter for consideration by a jury, traditionally made up of young architects in practice here in Chicago.

This year's jury included Linda Searl, AIA, of Nagle Hartray & Associates, Philip Bess, of Murphy/Jahn, John Clark, AIA, of Gelick/Foran, Christopher Rudolph, AIA, who has his own practice, and, in a new ecumenical spirit, John LaMotte, AICP, who is Director of Planning at Perkins & Will. The results of their careful deliberations form some interesting patterns, which encourage comment on the process and product of our region's schools of architecture.

This year the jury examined 35 entries, a total of about 120 boards. At the end of the evening, they had selected five Honor Award winners and eight Honorable Mention Awards. Of the 13 premiated projects, eight were from the University of Wisconsin-Milwaukee, while five others were split among the other schools. All five Honor Award winners were products of the University of Wisconsin-Milwaukee, a circumstance which bears a striking resemblance to the results of last year's jury, when five of the seven Honor Award winners were U.W.-M student projects.

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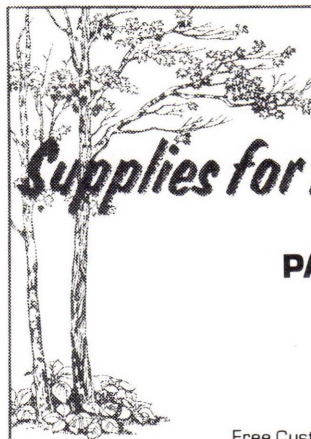
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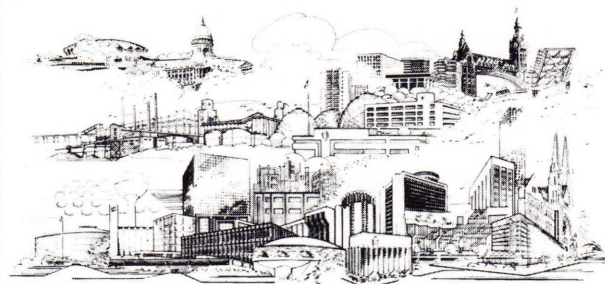
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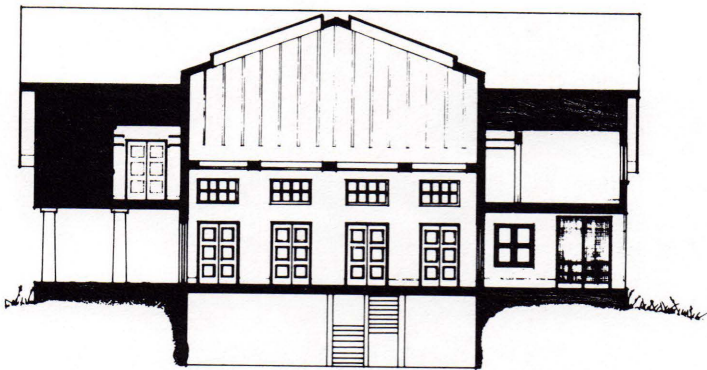
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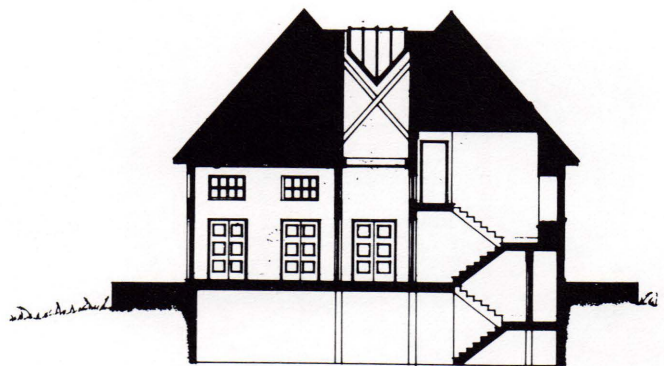
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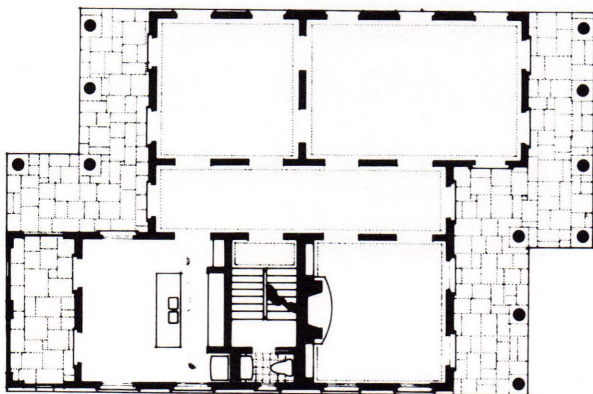




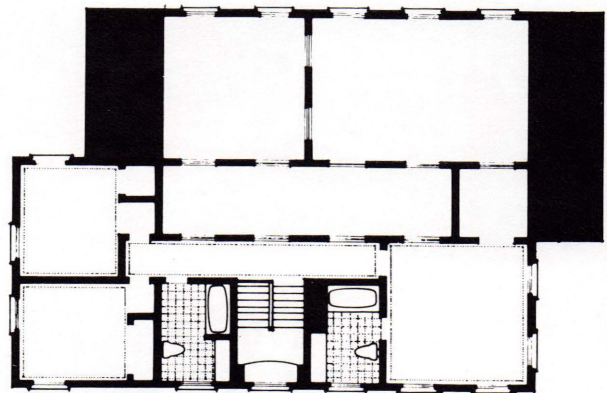
*N-S Section*



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*First Floor*



*Second Floor*

House in Wisconsin. David Pickart. University of Wisconsin-Milwaukee.

● HOUSE IN WISCONSIN JURY COMMENT:  
"... a very strong idea of room versus an open plan. The shifted volumes make this piece work ... equivalence in plan of wall

opening with solid wall is compelling. The design of the house duplicates the language of classical Nordic vernacular and simultaneously creates a 'new wave Martha's Vineyard'."

What, one might ask, did the jury find present in the Honor Award work that was absent, to a greater or lesser degree, in the other submissions? And why have the top entries in the last two competitions come from one school?

The first, obvious characteristic marking the honor award winners relates to the clear and convincing portrayal of their work. While the jury was not impressed alone by work which was beautifully drawn, it is true that the Honor Award winners were very persuasively presented.

But, beyond this strength, the five honor award projects seem to be the result of an **integrative** approach to architecture, combining wisconsin architect/september 1984

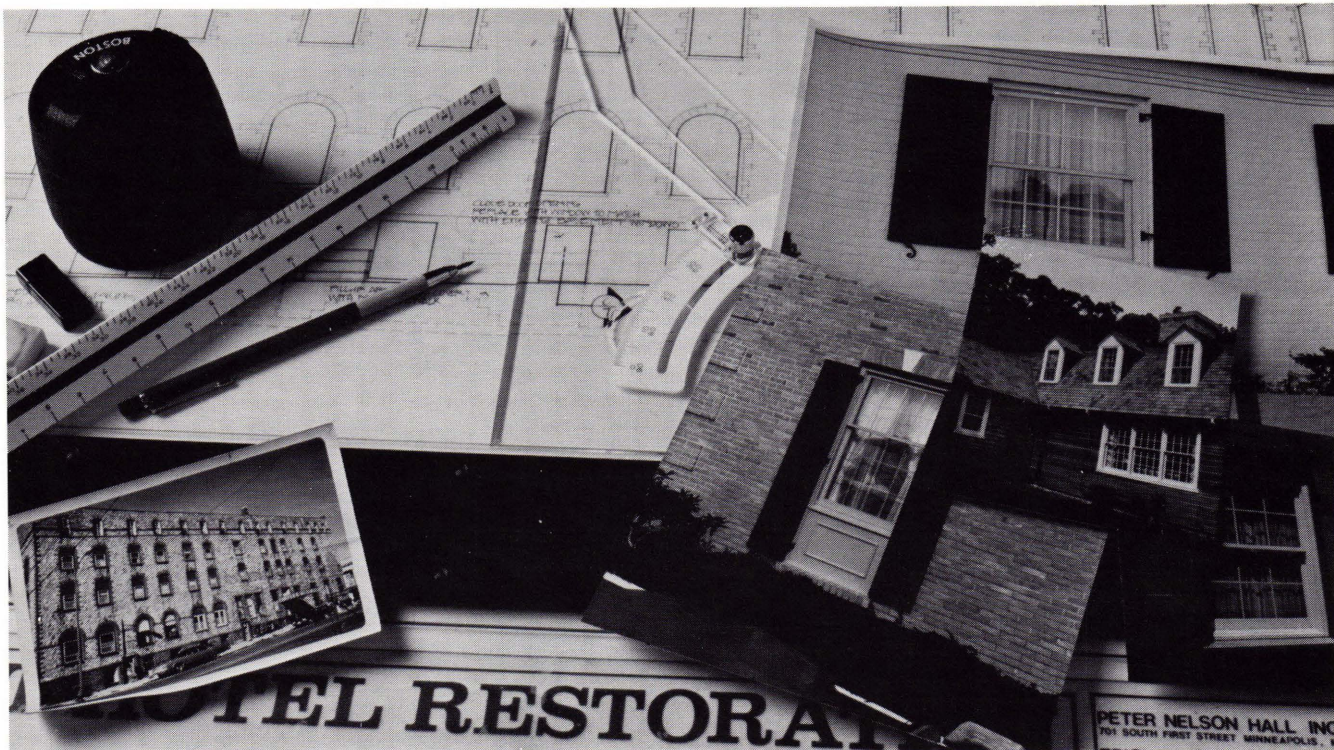
thorough consideration of formal, traditional, theoretical, and constructional concerns. These projects illustrate a genuine regard for an ambition toward the possibility that the project would be built. Each seems to acknowledge the physical limitations of architecture, which reside in the nature of physics and materials. Yet, (unusual in student work) these limitations are not seen as obstacles, but have been treated as the opportunities they truly are.

Submissions from our region's other schools seem to express the emphasis that their respective institutions place on either technical or theoretical approaches to architecture. What is remarkable in the work from U.W.-M, however, is

the extent to which the work seems to emanate from a synthesis of these substantive architectural matters. Not only do the projects convey an awareness of historical example, but also a concern for formal manipulations in three-dimensions, and clear ideas about structure, materials, and their details.

Perhaps a comparative study of various curricula would begin to account for the repeating pattern that The Chicago Awards illustrate. Perhaps U.W.-M's victory is the result of an overt attempt at an integrative approach to architectural education. Or perhaps it's the happy result of the success of various special studios at the University, such as the "Chicago Studio,"





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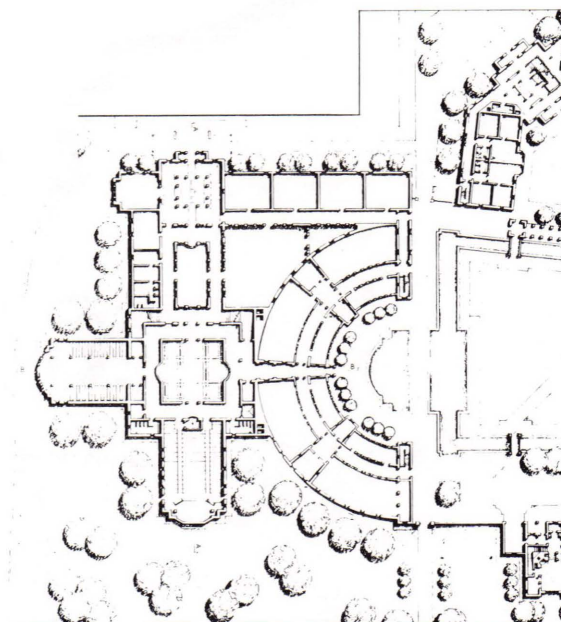
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● SMALL LIBRARY JURY COMMENTS: "The development of plan, section, and elevation of the library do not compete with each other; one reinforces the other. In this scheme there is a democratic plan, like the nature of the building - all the parts are equal."

Small Library, Wisconsin. Charles Riesterer and David Pickert. University of Wisconsin-Milwaukee.



School of Architecture in Columbus, Indiana. Site plan showing academic area. Suzanne Eileen Roubik. University of Wisconsin-Milwaukee.

SCHOOL OF ARCHITECTURE JURY COMMENT  
"... the axis as formal device makes the spaces more particularized ... Special preference is given ... creating a hierarchy and meaningful formal organization. The strongest element of this presentation is the site plan."

unites practicing Chicago architects, the full attention of U.W.-Milwaukee, and well-prepared students.

event, when these projects exhibited September 6 at The Institute of Chicago, we should take a careful look. Perhaps the big block will act as a positive factor in planning a curriculum of architectural education that passes all of the essential elements.

Note: Howard Decker, AIA, member of the Chicago Chapter in architect at Nagle Hartray Clates. He has been a guest speaker or visiting instructor at each of the schools competing in The Institute of Chicago/September 1984

Chicago Awards, excepting the University of Illinois-Champaign. Mr. Decker has recently published a pamphlet, co-authored with Philip Bess, on Chicago's World's Fair. The pamphlet will be republished in the September issue of Inland Architect.

The following were selected to receive Honorable Mention in The Chicago Awards competition:

MATTHEW FOSTER, IIT. Project: National Art Gallery, Faifa, Israel.

SUSAN FULTON, U.W.-M. Project: Winter Sports Facility.

DEBRA MC QUEEN, U of I-Chicago. Project: Midwest Lutheran Church.

GINTARAS LIETUVNINKAS, U of I-Chicago. Project: University of Illinois School of Law.

JEFFREY MYRON REINKE, U.W.-M. Project: University of Wisconsin-Milwaukee Extension & Continuing Education Building.

JEANNE M. ZAGRODNIK, U.W.-M. Project: Art Gallery & Greenhouse in University Park.

DANIEL TAYLOR, U of I-Chicago. Project: Midwest Lutheran Church.

MICHAEL R. BONHART, U of I-Champaign. Project: Market Hall, Pullman, Illinois.



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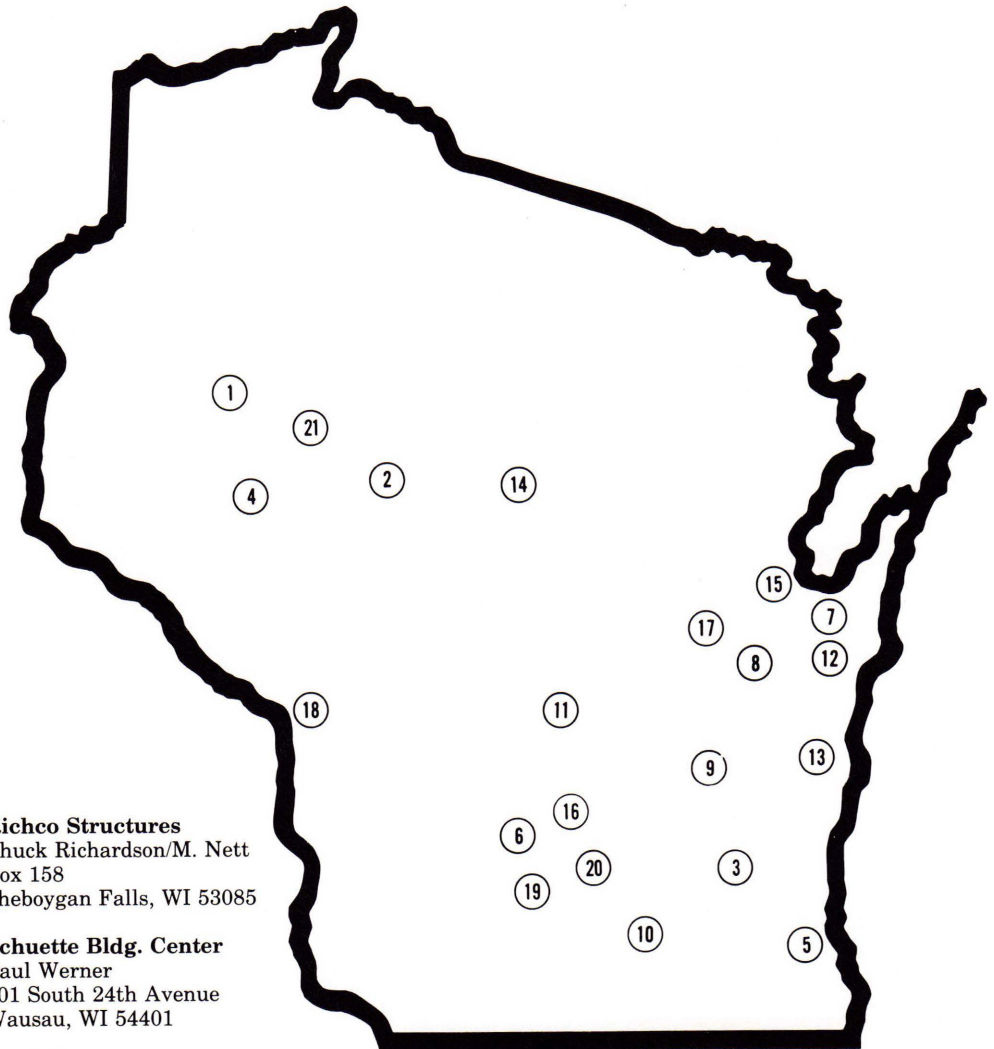
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Buried deep in the tax code of the Wisconsin Department of Revenue is a section which imposes sales tax responsibility on "interior decorator's fees" when the decorator's service is part of the sale of furniture, wallpaper, paint, etc. Clearly if you are in the interior decorating business, this section means that if you are providing a client with furniture, paint, wallpaper, etc., the entire amount of your fee, including in that portion of the fee that is for your advice, is subject to the 5% Wisconsin sales tax. In such a situation the interior decorator is responsible for collecting 5% of the total fee from the client and paying it over to the State of Wisconsin.

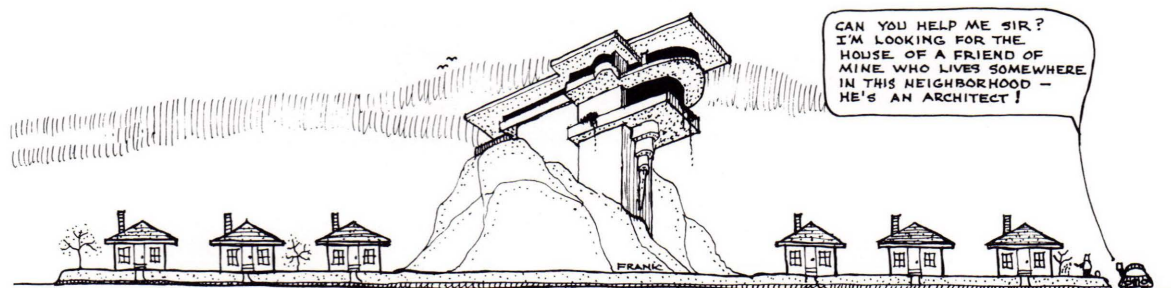
How does this impact on architects? Hopefully not at all. Architects who are providing professional services for interior design or decorating are not subject to collecting the applicable Wisconsin sales tax. But what happens if an architect is providing interior design services **and** ordering furniture for the client? While the rules of the Wisconsin Department of Revenue only cover "interior decorating" it is conceivable that in the situation where an architect is providing services for interior design and ordering furniture that the architects may be responsible to collect the sales tax. Checking with the Wisconsin Department of Revenue, it appears that such tax liability will only attach if the architect is marking up the cost of the furniture. Make a note . . . if you are going to order furniture for a client, there should be no markup on the cost of the furniture. Understand, that the sale of furniture in Wisconsin is subject to the sales tax. Either that sales tax should be paid when the furniture is ordered from the manufacturer . . . or it should be paid when it is ordered through the architect.

What is important is that the services involved in interior design not be subject to the sales tax. This can best be accomplished by the following:

- 1) Don't order furniture for clients.
- 2) If you do order furniture for clients, don't mark up the cost.
- 3) If you do order furniture for clients, make sure that your fees for design services are not included in the cost of the furniture to the client.
- 4) Make sure that someone is paying the sales tax on the cost of the furniture.

IS

For the second year in a row, the Southeast Chapter of the WSA sponsored a children's play area during Milwaukee's Summerfest. 500,000 plastic building bricks donated by LEGO®, a scaled model of Milwaukee's City Hall (see front cover), over 12,000 participating children, and an ever changing array of architects all contributed to the substantial success of this effort. Special congratulations are in order for Dennis Horbinski, AIA, for coordinating this event for the second year in a row.





LETTER  
TO THE  
EDITOR

I was pleased to see the April 1984 issue of **Wisconsin Architect** devoted to Interior Design. Your readers may be interested in some educational aspects of the ID profession, particularly since these developments are contributing to its improvement.

In Interior Design education, FIDER (Foundation For Interior Design Education Research) is the national agency that has responsibility for the review of post-secondary Interior Design education programs seeking accreditation. It has been in operation since 1971 and members of the American Society of Interior Designers, Institute of Business Designers, and Interior Design Educators Council serve on its board of trustees. ID programs wishing to become FIDER accredited must meet specific minimum requirements concerning the professional preparation offered by the curriculum. In the State of Wisconsin, UW-Madison has the only FIDER accredited Interior Design program.

In recognition of the close relationship that exists between the architecture and interior design fields, some universities are incorporating more courses of an architectural orientation in their programs. For example, the interior design program at the University of Wisconsin-Madison includes courses in architectural design, drafting and history in its curriculum and two of its faculty members have an architectural background, one of whom is a practicing architect in Madison. Internships and job placement in interior design departments of architectural firms is another UW-Madison program objective and architectural firms interested in developing a liaison with the program are urged to contact Robert Bartholomew at UW-Madison (608-262-1404).

I hope this is of some assistance to your coverage of interior design. If you need further information, please contact me.

Cordially,

Robert P. Bartholomew, Professor  
Environment, Textiles and Design Program Area  
University of Wisconsin-Madison

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WISCONSIN'S  
ECONOMIC  
DEVELOPMENT

You should have already received a flyer promoting the series of economic development forums being held around the state. Co-sponsored by the WSA, these forums are for architects, accountants, attorneys and bankers who work with businesses seeking to expand or start in Wisconsin. Dates and locations of the forums are as follows:

- 1) September 20, Madison, Sheraton Inn.
- 2) October 16, Wausau, Westwood Center (Wausau Insurance Co.).
- 3) October 17, Eau Claire, Holiday Inn.
- 4) October 18, La Crosse, Ramada Inn.
- 5) October 23, Appleton, Paper Valley Inn.
- 6) October 24, Brookfield, Midway Motor Lodge.
- 7) October 31, Racine, Racine Motor Inn.

For further information contact Karen or Sandra at the WSA office.



LE  
ES

Robert Torkelson, AIA, has been appointed Facilities Construction Administrator for Madison Area Technical College, the second largest VTAE District in the State. Torkelson Architects will be completing all current projects. Bob's new work phone number in Madison is 266-5113.

Brust-Heike/Design Associates, Inc., a Milwaukee-based architecture, planning, engineering, and interior design firm, has announced changes to its management organization. Mark C. Herr, AIA, NCARB, has been promoted to the position of Executive Vice President, formerly held by David P. Brust, AIA, who has left the firm to pursue other interests. In addition, Paul W. Brummund, AIA, has been promoted to Senior Vice President. The Corporate Officers and Stockholders of Brust-Heike/Design Associates, Inc. are as follows: Thomas A. Heike, AIA, President/Treasurer, Mark C. Herr, AIA, NCARB, Executive Vice President/Secretary, Paul W. Brummund, AIA, Senior Vice President. The firm will continue its commitment to design excellence and to seeking new and better ways of serving their clients now and in the future. Its offices are located at 10401 West Lincoln Avenue, Milwaukee, Wisconsin 53227 (414) 545-0060.

N  
ABLE

DILHR has established formal deadlines for issuing permits which will assure Wisconsin architects and the construction industry with timely plan review.

Some of the specific deadlines DILHR is imposing are:

- 1) 15 working days after receipt of all proper documents to approve or deny building plans.
- 2) Three working days to review requests to start footings and foundations work under conditional approval of building plans.
- 3) Ten working days to issue a certificate of completion under the state's new efficiency conservation program for rental buildings.

The Division of Safety and Building should be applauded for its substantial progress during the last year in expediting plan review. WSA members who have complaints or suggestions as to how the process can be improved should contact Eric at the WSA office.

MENT

The Intern Development Program, sponsored by the National Council of Architectural Registration Boards and the AIA, is an internship program seeking to provide individuals with the full scope of experience necessary to become competent registered architects. IDP provides a training syllabus in each of 14 areas in which intern architects are expected to gain verifiable exposure during their internship.

The WSA is currently working to establish a network of registered architects who are willing to assist individuals who want to gain experience through the IDP network.

It is currently possible for individuals to participate in IDP in Wisconsin. While a formalized structure has not been established, NCARB provides individuals with the opportunity to participate in the program directly through NCARB.

One of the side benefits available to individuals who participate in the IDP is that federally insured loans issued after 10/80 can be deferred for students participating in the program.

For more information regarding IDP in Wisconsin, contact Eric at the WSA office.



## MEMBERSHIP ACTIONS

SPONABLE, CASEY W., was approved for Associate Membership in the Northwest Wisconsin Chapter.

GRZESIAK, LYNN E., was approved for Associate Membership in the Southeast Wisconsin Chapter.

HANSEN, MARK A., was approved for AIA Membership in the Southeast Wisconsin Chapter.

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## UNITED WAY

Dear Fellow Members of the Wisconsin Society of Architects:

The role of the Architect is to design quality human environments that respond to the needs and aspirations of our society. We are professionals with a mission to serve those who will experience the environments we create now and in the future.

We, therefore, have good reason to take an active and responsible role in preserving and improving the quality of life in the places we live and work.

The United Way "Giving to Potential" fund drive is your opportunity to become involved in helping those in your communities who need it most; we can "Share in a Miracle." As you know, United Way is a national, nonprofit, voluntary organization which raises money and allocates it to human care agencies.

Sometime in the next few weeks, you will be asked to contribute to the 1984 United Way campaign by one of your peers. Your contribution will help people solve problems in your own local United Way area, and will provide social, recreational, and health services to those who most need them.

As Chair of the Architect Division for the Milwaukee United Way Campaign this year, and as a fellow professional, I ask that you support the efforts of your local United Way and give generously this fall.

The Wisconsin Society of Architects has endorsed the United Way's fundraising efforts. Together we can have a strong impact on building a better Wisconsin.

Sincerely,  
BRUST-HEIKE/DESIGN ASSOCIATES, INC.  
Thomas A. Heike, AIA  
President

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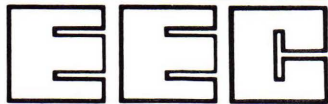
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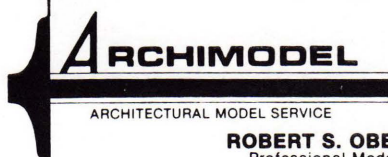
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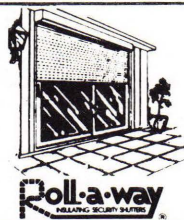
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